



Join the U.S.A. Pavilion in **Fieldays** The Largest Agriculture Trade Show in the Southern Hemisphere

**Mystery Creek, Hamilton, New Zealand
June 14-17, 2006**

“Fieldays” is New Zealand's premier agribusiness event bringing together buyer and seller to showcase the latest in agricultural products and services. With more than 1,000 exhibitors and over 115,000 visitors through its gates, Fieldays is the largest agricultural trade show in the Southern Hemisphere. It is unparalleled in its ability to reach one of the world's most important agricultural markets and produces orders in the hundreds of millions of dollars (NZ\$219 million in 2004).



The U.S. Commercial Service invites your company to join the U.S. Pavilion in order to establish or build your brand in New Zealand. Your company will benefit from our prominent, high-traffic, indoor location that serves as the venue for introductions to potential distributors, a product and product literature display, business appointments, and product presentations.

The New Zealand Market

Agriculture -- in all forms -- is New Zealand's largest industry and largest export earner. The agricultural sector is approximately 6% of New Zealand's annual GDP. Climate, land fertility and technology have made New Zealand one of the world's most efficient primary producers. Dairy, wine grape, and horticulture (fruit and vegetable) are among the fastest growing sectors.

- 90% of all farm production is exported
- New Zealand is a global leader in dairy products, lamb, horticulture, and produce (fruit and vegetables)
- Dairy, sheep and beef farming represent 50% of New Zealand's total land use

“So far **Fieldays** has brought me **immediate sales** that covered the cost of the trip, plus **orders for more product** after the show, national exposure, newspaper stories, and television. I was also able to establish key international contacts for **future sales**. All this was possible because I took the first step and signed up.”

Ed Meyer, President Meyer Industries – Rodenator (U.S. Pavilion 2005)

Join Us! We offer three ways to participate in **Fieldays 2006**:

Option 1

Find a Partner

US\$600.00

For American companies new to New Zealand, we will help you test the market and rapidly narrow your search for a distributor, representative, or licensee. We will display your product literature, catalogs, or samples as part of the U.S. Pavilion and record sales leads for your follow-up. We will also identify and qualify New Zealand companies interested in distributing your company's products. The resulting report will include these contacts, the sales leads, and an assessment of your products' competitiveness in the market, placing your company well on its way to a sales presence in New Zealand.

Option 2

Meet that Partner

US\$800.00

Come to New Zealand during Fieldays and **in addition** to the package above, we will arrange a schedule of **individual appointments** with prospective New Zealand partners (distributors, licensees, dealers) to enable you to hit the ground running and get the most from your investment in Fieldays.

Option 3

Exhibit in Your Own Booth in Fieldays

Exhibition Fees directly to Fieldays

If your company already has a distributor in New Zealand, Australia, or the region, please introduce us. We can help them exhibit in Fieldays, and to raise your company's profile in the New Zealand market by including them in our marketing campaign for the U.S. Pavilion.

Your Next Steps

Whether you are seeking new sales or testing the market, we can help your business meet its objectives for the New Zealand market. **Please complete and return the attached Reply Form as soon as possible, but no later than April 15, 2006.**

For more information about **Fieldays**, please visit www.fieldays.co.nz

To learn more about the New Zealand market and your product's prospects, sign up for one of our live “webinars” offered in early 2006. Indicate your interest on the attached Reply Form.



U.S. Commercial Service – New Zealand

Reply Form

U.S. Pavilion in Fieldays 2005

Hamilton, New Zealand ✦ June 14-17, 2006



NEW ZEALAND
NATIONAL AGRICULTURAL
FIELDAYS®

Please Return to U.S. Commercial Service Auckland, New Zealand

Facsimile: 64 9 302 3156 Tel. 64 9 309 9812 for more information.

Email Lisa.Struneski@mail.doc.gov

Please complete and return this form by **April 15, 2006** to secure your company's place in the U.S. Pavilion in Fieldays.

Yes! We are interested in finding a distributor and/or new sales in New Zealand!

Please send me more information and an application to participate in the U.S. Pavilion.

Option One: Find a Partner

☐

Option Two: Find and Meet a Partner

☐

Option Three: I would like to rent a booth to exhibit in Fieldays

☐

Other: We already have a distributor or representative for New Zealand (*please provide contact below*)

☐

I would like to participate in a briefing on the New Zealand market via "webinar." (We will contact you with a choice of dates.)

☐

Contact Name			
Company			
Address			
City	State	Zip/Postal code	
Telephone	Fax		
Email	Company Website		
Please contact our representative or distributor for New Zealand about participation in Fieldays	Distributor		
	City	Country	
	Telephone	Fax	
	Email:	Distributor website:	